

Green Tier Application

Crescendo Design
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Attachment 1

III. Scope of Green Tier Participation

Crescendo Design is a cross-disciplinary studio that includes Home Design, Green or Sustainable Design, Graphic Design, Web Design, Illustration, and Photography. The scope of our Green Tier Participation will include our Green Home Design service. When we have a client that comes to us for an environmentally friendly home we would like to ensure all facets of the process and product are considered. This includes such aspects as solar orientation, mechanical systems, building materials, type of papers used as part of the process and production, their site, green certification programs available to pursue, and the practices of the builder they work with. In summary, we want to offer a complete 'green' process and product if a client is seeking it. We would also like to educate clients, when appropriate, who are not thinking about the possibility of going green, and possibly instill some green characteristics in homes that were otherwise not considering it.

Attachment 3

V. Environmental Performance

- A. Past & Present superior environmental performance: We founded our company with an interest in offering green home design as part of our service set. Since it is a difficult market to find, we pursued our own means to put our knowledge into practice, and learn more about what it means to create a 'green' home. So, we entered the "C2C: Home Competition" in which we had to design a home that utilized the principles of the "Cradle-to-Cradle" theory, as outlined in the book Cradle-to-Cradle: Remaking the Way We Make Things by William McDonough & Michael Braungart. The theory suggests all materials and products be designed so they are safely biodegradable, or can be taken apart and re-manufactured or re-used in an environmentally conscientious way. We created a home that uses as many C2C materials that we could appropriately use, as well as other general green concepts. There were 627 entries from 42 countries and our design is the only one that is going to be built. Plans for construction are underway in Roanoke, VA. Because of the publicity we received for our success with this competition, we have gotten an influx of work from clients who are interested in building green. In addition to these projects, we have also established a strong relationship with a green builder. We are currently working on 6 projects with that builder, and are continuing to strengthen this relationship. We are very excited about this prospect, and are enjoying exploring additional ways to build green homes with them. The last project we completed with them was a spec home that is less than 950 s.f. on the main level. A major goal of this home was to demonstrate ways to build green on a modest scale and budget. We have personally grown quite passionate for this kind of building, and are finding ways to work this into more and more of our projects.
- B. In the future, we would like to continue to implement what we know about green design principles and materials. We also want to continue building our relationship with the green building partner we have started working with to market together as a green designer/builder team. We want to put together a way for clients and potential clients to learn about the benefits of green design. We want to do marketing directly for green design. It is our goal to maximize the percentage of projects in our office to be for green homes.